

# IDH

INTERIOR DECORATORS' HANDBOOK



Volume 1, 2010

[www.idhonline.com](http://www.idhonline.com)



### Snaidero USA

The "jewel box" that had been the Snaidero USA showroom on the seventh floor of the A&D Building for a decade has been replaced by the company's new showroom on A&D's eighth floor that measures three times the size of the previous one.

The New York showroom follows in the footprint of Snaidero USA locations in Los Angeles and Miami, opened within the past five years, that have been created by acclaimed architect Giorgio Borruo. The design concept blends understated yet impactful architectural and design elements that guide the visitor through an exploration of the Snaidero kitchen displays.

The focal point is a series of long slate panels suspended horizontally into the space that display colorful drawer front samples. Lines of black and orange floor tiles as well as the ceiling luminaires are positioned to radiate out from this point and prompt forward movement.

Kitchen lines displayed include the curvaceous Ola in mineral blue high-gloss cherry, Venue in the original black Microtouch finish, which is an eco-friendly, leather-like material, and Kube, the latest high-tech design by Giovanni Offredi. Miele appliances and Dombracht faucets complete the vignettes.

Before they leave, visitors can express their thoughts and interact with the environment by writing messages with chalk on a slate-clad wall.

The new showroom is the first phase in a two-part expansion to be completed in two years. In phase two, space adjacent to the showroom will be added and occupied by closet systems and bathroom vanities offered by Snaidero USA.

Dario Snaidero, president and CEO of Snaidero USA, explains that the new showroom provides "a way to get inspired, a symbol of how creativity can help everyone move forward and an investment in the future of the company, which we believe will be extraordinary."